

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

|                                       |   |                           |
|---------------------------------------|---|---------------------------|
| In re Application of:                 | ) | <u>PATENT APPLICATION</u> |
|                                       | ) |                           |
| Inventors: Barry S. McAuliffe, et al. | ) | Examiner: Arthur D. Duran |
|                                       | ) |                           |
| Application No.: 10/074,386           | ) | Art Unit: 3622            |
|                                       | ) |                           |
| Filed: February 12, 2002              | ) | Confirmation No.: 5570    |
|                                       | ) |                           |
| Title: Manufacturer Incentive System  | ) |                           |
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**FILED ELECTRONICALLY ON: SEPTEMBER 25, 2009**

**RESPONSE TO FINAL OFFICE ACTION**

Mail Stop A/F  
Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**Introductory Comments:**

Accompanying a Petition for Revival of an Application for Patent Abandoned Unintentionally under 37 CFR 1.137(b), Applicants submit herewith this Amendment and Reply in response to the Final Office Action mailed on November 3, 2008.

A Request for Continued Examination (RCE) is concurrently submitted.

Reconsideration is respectfully requested in view of the following amendments and remarks.

**Amendments to Claims** begin on page 2 of this paper.

**Remarks** begin on page 7 of this paper.